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Consumer **PURCHASES OF FRUITS AND JUICES**

in November
1952



**UNITED STATES DEPARTMENT OF AGRICULTURE
BUREAU OF AGRICULTURAL ECONOMICS
AND
FRUIT AND VEGETABLE BRANCH
PRODUCTION AND MARKETING ADMINISTRATION**

**WASHINGTON 25, D. C.
December 1952**

FOREWORD

This report presents data on consumer purchases during November 1952 of fresh citrus fruits, canned juices, frozen concentrated juices, ade bases, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Note: Beginning with the October 1952 issue of this report, the method of projecting purchases by the national consumer panel families to a U. S. total basis was changed. This resulted in slightly higher figures for U. S. purchases of lemons and grapefruit, and a somewhat higher total for oranges as compared with the previous method. This should be considered in comparing fresh fruit purchases with those of periods prior to October 1952.

CONSUMER PURCHASES OF FRUITS AND JUICES
IN NOVEMBER 1952

The data in this report represent purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Householders during November 1952 bought 6,156,000 boxes of oranges in the forms of fresh fruit and canned or frozen orange juice. This total was 8 percent above a year earlier, with all of the increase coming from purchases of frozen juice. The volume of fresh oranges purchased was almost one-fourth below a year ago and purchases of canned juice were almost unchanged. Frozen concentrated juice accounted for 47 percent of the oranges bought (fresh equivalent basis). Fresh oranges made up 37 percent of the total and canned juice 16 percent. In November a year earlier, frozen juice accounted for 35 percent of the fresh equivalent total and fresh oranges 47 percent. The prices consumers paid for oranges and for frozen and canned juice averaged lower than a year ago, especially for the frozen product. Retail prices for frozen juice averaged 16.3 cents per 6-ounce can in November 1952, well below the 19.7 cents of a year earlier.

Consumers bought 1,240,000 boxes of fresh grapefruit during November, slightly more than a year ago. They paid an average of 91 cents per dozen for grapefruit in November, about 3 cents less than a year earlier. Purchases of canned grapefruit juice by householders were equal to 875,000 cases of No. 2 cans, 12 percent less than a year ago. Prices consumers paid for grapefruit juice during the month—about 24 cents per 46-ounce can—were unchanged from November last year.

Householders bought the equivalent of 276,000 boxes of lemons in the forms of bottled and canned lemon juice, lemonade bases, and fresh lemons during November. This total was slightly more than in November a year earlier, owing to larger purchases of bottled and canned juice. Purchases of both fresh lemons and lemonade bases were slightly below a year ago.

Householders bought 7,109,000 cases of canned single strength juices during November, practically the same as in the previous month but 5 percent less than in November last year.

They bought 5,353 tons of dried prunes during November, slightly more than a year earlier. Prices paid averaged about one-half cent per pound higher than in October. Household purchases of prune juice, equal to 399,000 cases of No. 2 cans, were 10 percent more than in November 1951. Prices paid were unchanged at about 32 cents per 32-ounce bottle.

Householders bought 479 tons of dried apricots during November. The quantity bought was almost one-fourth below a year earlier, reflecting in part the fact that retail prices were 18 percent higher than in November 1951. Purchases of dried peaches by householders during the month totaled 270 tons, about the same as in October.

FROZEN JUICES AND ADE BASES

Purchases of frozen concentrated orange juice by householders during November 1952 amounted to 3,929,000 gallons, almost unchanged from the preceding month (fig. 4). November was the seventh consecutive month that purchases have remained at approximately this level. During the 7-month period, however, the prices householders paid rose from an average of 14.8 cents per 6-ounce can to an average of 16.3 cents. With prices higher, the proportion of families buying frozen concentrated orange juice during this period has remained nearly constant at about 27 percent.

Household purchases of frozen concentrated grape juice were about the same during November as in the preceding month--160,000 gallons (table 2). This was only about half as much as was bought last July but was an increase of 45 percent over purchases during November 1951. Prices consumers paid for frozen concentrated grape juice averaged 22.4 cents per 6-ounce can, almost unchanged from the previous month or November a year ago.

Purchases of frozen lemonade base totaled about 110,000 gallons during November, a substantial decline from the previous month and only slightly more than in November of last year (table 2). Prices consumers paid were almost unchanged at 17 cents per 6-ounce can. Prices paid by householders have been at about this level for the past 4 months.

CANNED JUICES

Consumers bought a total of 7,109,000 cases (equivalent No. 2 cans) of canned single strength juices of all kinds during November 1952, about the same as in the preceding month but slightly less than a year ago.

Householders reported purchasing 1,412,000 cases (equivalent No. 2 cans) of canned single strength orange juice, slightly more than in the preceding month or in November last year, even though retail prices averaged higher by a little over 1 cent per 46-ounce can (fig. 5). The average price paid was almost 30 cents per can, about the same as for pineapple juice and 2 cents higher than for tomato juice. The families who bought orange juice during the month purchased the equivalent of approximately 2-1/4 of the 46-ounce cans per family, practically the same as a year earlier. About 13 percent of all families made orange juice purchases during the month compared with 14 percent in November 1951.

Canned grapefruit juice purchases by householders during November totaled 875,000 cases (equivalent No. 2 cans), the smallest reported for November since this series began in 1949 (fig. 5). Prices paid by householders averaged 23.6 cents per 46-ounce can, practically the same as a year earlier. About 9 percent of all families made purchases during the month.

Householders reported purchases of 393,000 cases (equivalent No. 2 cans) of canned orange-grapefruit blended juice. This was 18 percent less than the total for November last year. Householders paid an average of almost 28 cents per 46-ounce can (fig. 5).

Consumers bought the equivalent of 51,000 cases of No. 2 cans of bottled and canned lemon juice during November, 19 percent more than in the same month a year ago (table 1). This increase was the result of both a larger number of families purchasing canned lemon juice and larger purchases per family. With one exception, purchases each month during the past season have been larger than those for the same month a year earlier. Prices paid by householders averaged about 11 cents per $5\frac{1}{2}$ -ounce can during November, about 1 cent more than a year earlier.

Householders bought 1,739,000 cases (equivalent No. 2 cans) of tomato juice during November, an increase of 19 percent from a year earlier. Consumers paid an average of almost 28 cents per 46-ounce can for tomato juice during November, the same as a year earlier.

Purchases of pineapple juice by householders in November amounted to 1,209,000 cases, 28 percent below the record high of November a year ago (table 1). Consumers paid about 30 cents per 46-ounce can for pineapple juice during the month.

Prune juice purchases by householders in November were equal to 399,000 cases of No. 2 cans (fig. 9). This represented a decline from the high level reported for the preceding month but was 10 percent more than the volume purchased in November last year. About 6 out of 100 families purchased prune juice during the month and they bought an average of almost 2 of the 32-ounce bottles at an average price of 32 cents per bottle.

FRESH CITRUS FRUIT

Householders bought 2,240,000 boxes of oranges during November 1952, slightly less than in November of the 3 preceding years (fig. 1). Their purchases of both Florida and California-Arizona oranges during the month were somewhat less than in November last year. Prices paid also were moderately lower, averaging 42 cents per dozen for California-Arizona oranges and 30 cents for Florida oranges (fig. 6). Only 16 out of every 100 families bought California-Arizona oranges during November, the smallest proportion in any month since this series began in October 1949. A year ago, 24 families out of 100 bought California-Arizona oranges. Florida oranges were bought by 19 out of 100 families during the month, 1 or 2 families per 100 fewer than in November of the 3 preceding years (table 3).

Householders reported buying 1,240,000 boxes of grapefruit during November, up 5 percent from a year earlier. Prices paid averaged 91 cents per dozen, almost 3 cents less than in the same month a year ago (fig. 7). Grapefruit were bought by 26 of every 100 families during the month, the same proportion as a year ago.

Tangerine marketings increased in November. Purchases by householders totaled 63,000 boxes during the month, almost the same as a year ago. Consumers paid an average of 47 cents per dozen for tangerines, up 2 cents from a year earlier. Consumers bought 184,000 boxes of lemons during November at an average price of 45 cents per dozen (fig. 8). Both the volume of lemons purchased and the average of prices paid were slightly below a year earlier. Purchases of lemons in

all forms, on a fresh equivalent basis, slightly exceeded those of November last year (fig. 3). The minor declines in purchases of fresh lemons and lemonade bases were offset by larger purchases of bottled and canned lemon juice, as was also the case in October.

DRIED FRUIT

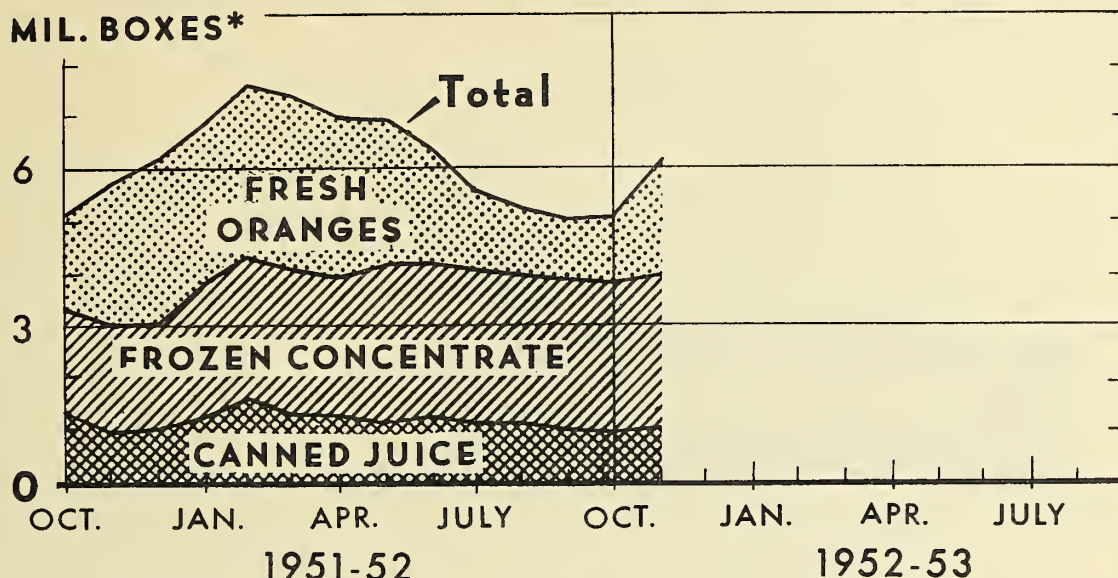
Household purchases of dried prunes totaled 5,353 tons in November, up about one-sixth from October, and slightly more than in November a year ago. The proportion of families buying dried prunes in November--13 percent--represented an increase of 2 percentage points over October but was about the same proportion that bought in November last year (fig. 9). Prices consumers paid averaged 25.3 cents per pound, up a half cent from October, but a half cent below the November 1951 average.

November purchases of dried apricots by household consumers totaled only 479 tons, 23 percent less than the amount bought during the same month of the preceding year (table 4). Higher prices for dried apricots were an important factor in the decline. Consumers paid an average of 68.8 cents per pound for dried apricots during November, 10 cents more than in November a year earlier. This represented an even greater rise from a year earlier than was reported in October. The percent of families buying dried apricots--2.5 percent--was also below a year ago.

Householders bought about 270 tons of dried peaches during November at an average price of 41.8 cents per pound. About the same amount was purchased in October.

Purchases of dates by householders amounted to 3,791 tons during November, almost unchanged from a year ago. Dates identified as domestic accounted for 1,716 tons and imported dates 1,273 tons, while the remainder was not identified as to origin (fig. 10). The same proportion of all families bought domestic dates--5.4 percent as in November 1951. Prices paid for dates averaged as follows: domestic dates, 29.9 cents per pound; imported dates, 44 cents per pound. At these levels, prices consumers paid for domestic dates were nearly the same as a year earlier, while prices paid for imported dates were down slightly.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

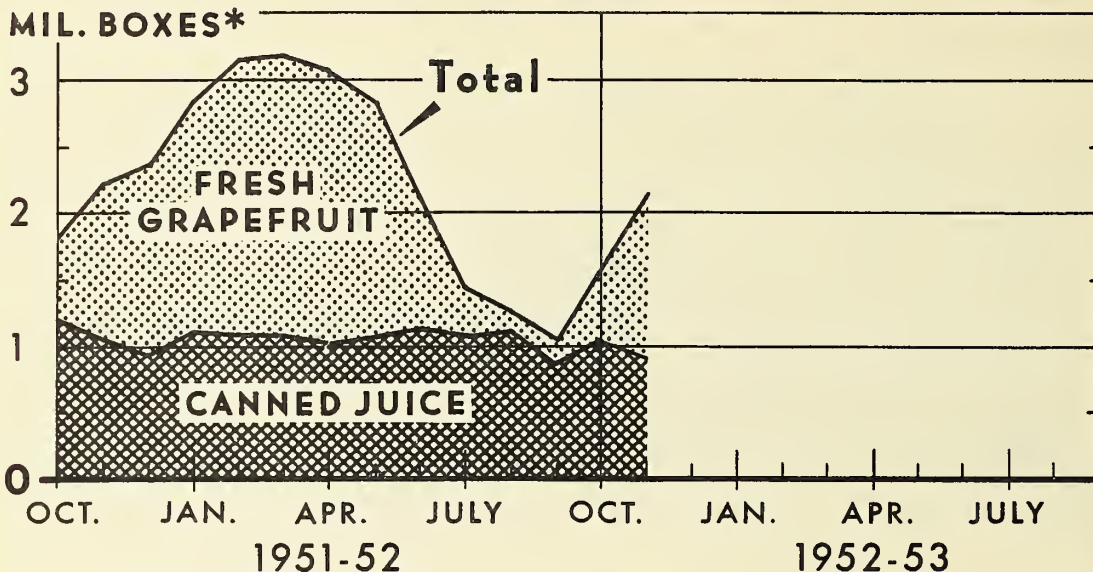
Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

| Period | Fresh oranges | | Frozen concentrated orange juice | | Canned single- strength orange juice 1/ | | Total | |
|---------------------|----------------|----------------|-------------------------------------|----------------|---|----------------|----------------|----------------|
| | 1952-53 | 1951-52 | 1952-53 | 1951-52 | 1952-53 | 1951-52 | 1952-53 | 1951-52 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| October | 1,261 | 1,824 | 2,868 | 2,021 | 1,000 | 1,312 | 5,129 | 5,157 |
| November | 2,240 | 2,693 | 2,911 | 2,015 | 1,005 | 1,008 | 6,156 | 5,716 |
| December | | 3,127 | | 2,030 | | 1,033 | | 6,190 |
| October-December 2/ | | 8,202 | | 6,609 | | 3,649 | | 18,460 |
| January | | 3,101 | | 2,528 | | 1,289 | | 6,918 |
| February | | 3,275 | | 2,774 | | 1,607 | | 7,656 |
| March | | 3,301 | | 2,737 | | 1,399 | | 7,437 |
| October-March 2/ | | 13,775 | | 15,338 | | 8,358 | | 42,471 |
| April | | 3,103 | | 2,616 | | 1,310 | | 7,029 |
| May | | 2,846 | | 2,977 | | 1,168 | | 6,991 |
| June | | 2,174 | | 2,976 | | 1,295 | | 6,445 |
| October-June 2/ | | 27,451 | | 24,551 | | 12,421 | | 64,423 |
| July | | 1,530 | | 2,942 | | 1,133 | | 5,605 |
| August | | 1,307 | | 2,860 | | 1,116 | | 5,283 |
| September | | 1,147 | | 2,890 | | 1,004 | | 5,041 |
| Season 2/ | | 31,738 | | 33,908 | | 15,923 | | 81,569 |

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



* FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

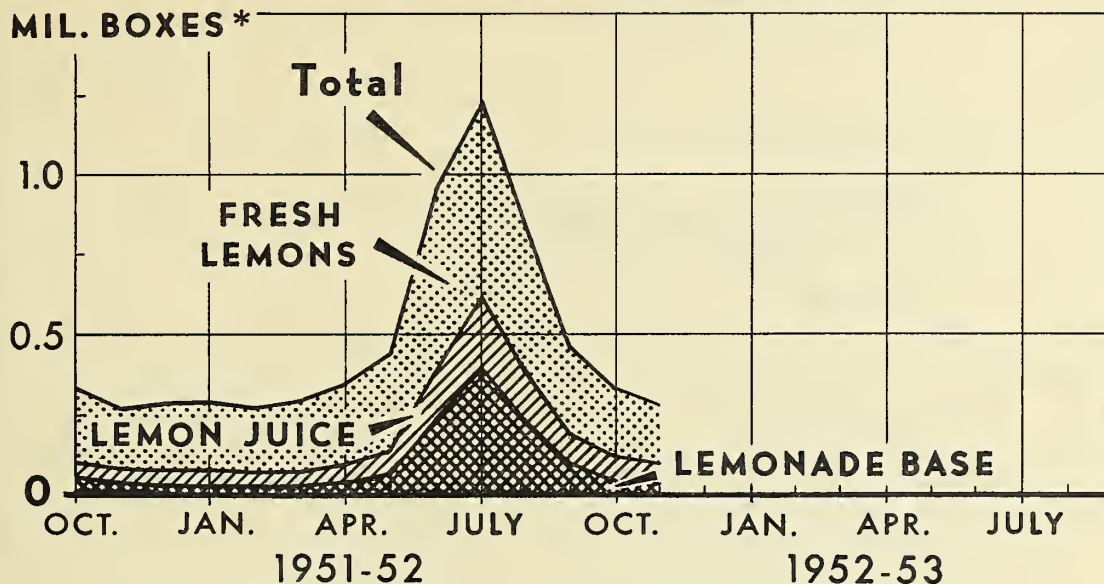
Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1951 to date

| Period | Fresh grapefruit | | Canned single-strength grapefruit juice 1/ | | Total | |
|---------------------|------------------|----------------|--|----------------|----------------|----------------|
| | 1952-53 | 1951-52 | 1952-53 | 1951-52 | 1952-53 | 1951-52 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| October | 545 | 606 | 1,030 | 1,201 | 1,575 | 1,807 |
| November | 1,240 | 1,182 | 900 | 1,055 | 2,140 | 2,237 |
| December | | 1,453 | | 934 | | 2,387 |
| October-December 2/ | | 3,638 | | 3,478 | | 7,116 |
| January | | 1,732 | | 1,110 | | 2,842 |
| February | | 2,033 | | 1,099 | | 3,132 |
| March | | 2,113 | | 1,082 | | 3,195 |
| October-March 2/ | | 10,026 | | 7,056 | | 17,082 |
| April | | 2,061 | | 1,018 | | 3,079 |
| May | | 1,760 | | 1,083 | | 2,843 |
| June | | 986 | | 1,133 | | 2,119 |
| October-June 2/ | | 15,117 | | 10,534 | | 25,681 |
| July | | 363 | | 1,087 | | 1,450 |
| August | | 179 | | 1,100 | | 1,279 |
| September | | 150 | | 898 | | 1,048 |
| Season 2/ | | 15,907 | | 13,849 | | 29,756 |

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS



* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1951 to date

| Period | Fresh lemons | | Lemon juice 1/ | | Lemonade bases | | | | Total | |
|---------------------|----------------|----------------|-------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| | | | | | Frozen | | Total 2/ | | | |
| | 1952-53 | 1951-52 | 1952-53 | 1951-52 | 1952-53 | 1951-52 | 1952-53 | 1951-52 | 1952-53 | 1951-52 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| October | 209 | 236 | 76 | 47 | 39 | 40 | 42 | 45 | 327 | 328 |
| November | 184 | 192 | 63 | 47 | 27 | 27 | 29 | 31 | 276 | 270 |
| December | | 209 | | 48 | | 19 | | 22 | | 279 |
| October-December 3/ | | 683 | | 150 | | 92 | | 106 | | 949 |
| January | | 206 | | 53 | | 22 | | 24 | | 283 |
| February | | 202 | | 45 | | 18 | | 23 | | 270 |
| March | | 218 | | 51 | | 21 | | 25 | | 294 |
| October-March 3/ | | 1,369 | | 318 | | 156 | | 182 | | 1,869 |
| April | | 251 | | 60 | | 33 | | 38 | | 349 |
| May | | 308 | | 72 | | 55 | | 65 | | 445 |
| June | | 577 | | 144 | | 205 | | 239 | | 960 |
| October-June 3/ | | 2,589 | | 615 | | 469 | | 547 | | 3,751 |
| July | | 598 | | 225 | | 336 | | 400 | | 1,223 |
| August | | 452 | | 154 | | 200 | | 228 | | 834 |
| September | | 269 | | 95 | | 86 | | 98 | | 462 |
| Season 3/ | | 4,012 | | 1,439 | | 1,134 | | 1,298 | | 6,449 |

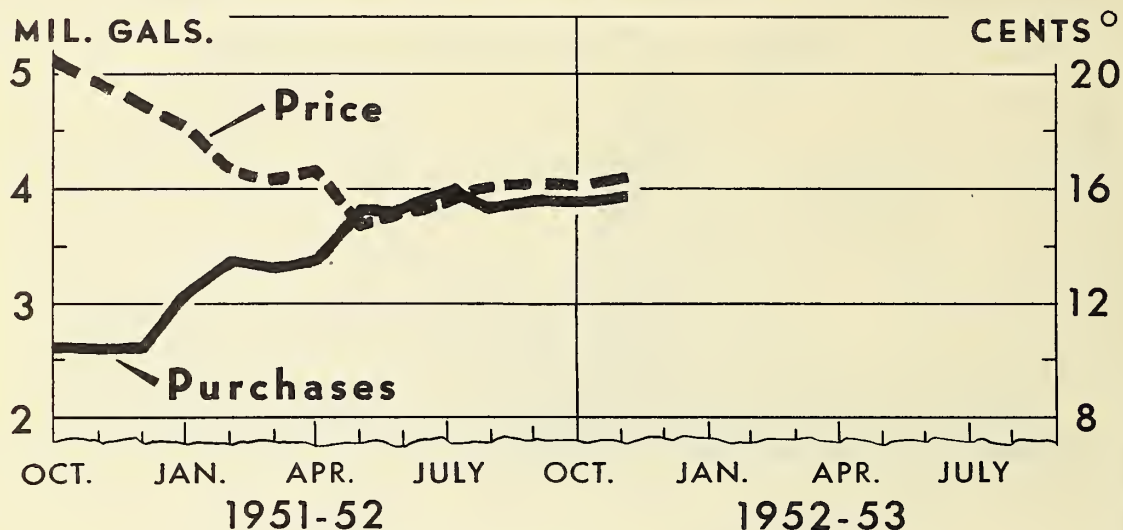
1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



* PRICES PAID BY HOUSEHOLD CONSUMERS

° PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

| Period | Purchases | | Average prices per 6 oz. can | |
|---------------------|----------------------|----------------------|------------------------------|--------------|
| | 1952-53 | 1951-52 | 1952-53 | 1951-52 |
| | <u>1,000 gallons</u> | <u>1,000 gallons</u> | <u>Cents</u> | <u>Cents</u> |
| October | 3,871 | 2,608 | 16.1 | 20.4 |
| November | 3,929 | 2,600 | 16.3 | 19.7 |
| December | | 2,619 | | 19.1 |
| October-December 1/ | | 8,528 | | |
| January | | 3,060 | | 18.2 |
| February | | 3,358 | | 16.7 |
| March | | 3,314 | | 16.3 |
| October-March 1/ | | 19,096 | | |
| April | | 3,350 | | 16.5 |
| May | | 3,812 | | 14.8 |
| June | | 3,811 | | 15.3 |
| October-June 1/ | | 30,893 | | |
| July | | 3,970 | | 15.6 |
| August | | 3,859 | | 16.1 |
| September | | 3,900 | | 16.2 |
| Season 1/ | | 43,521 | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

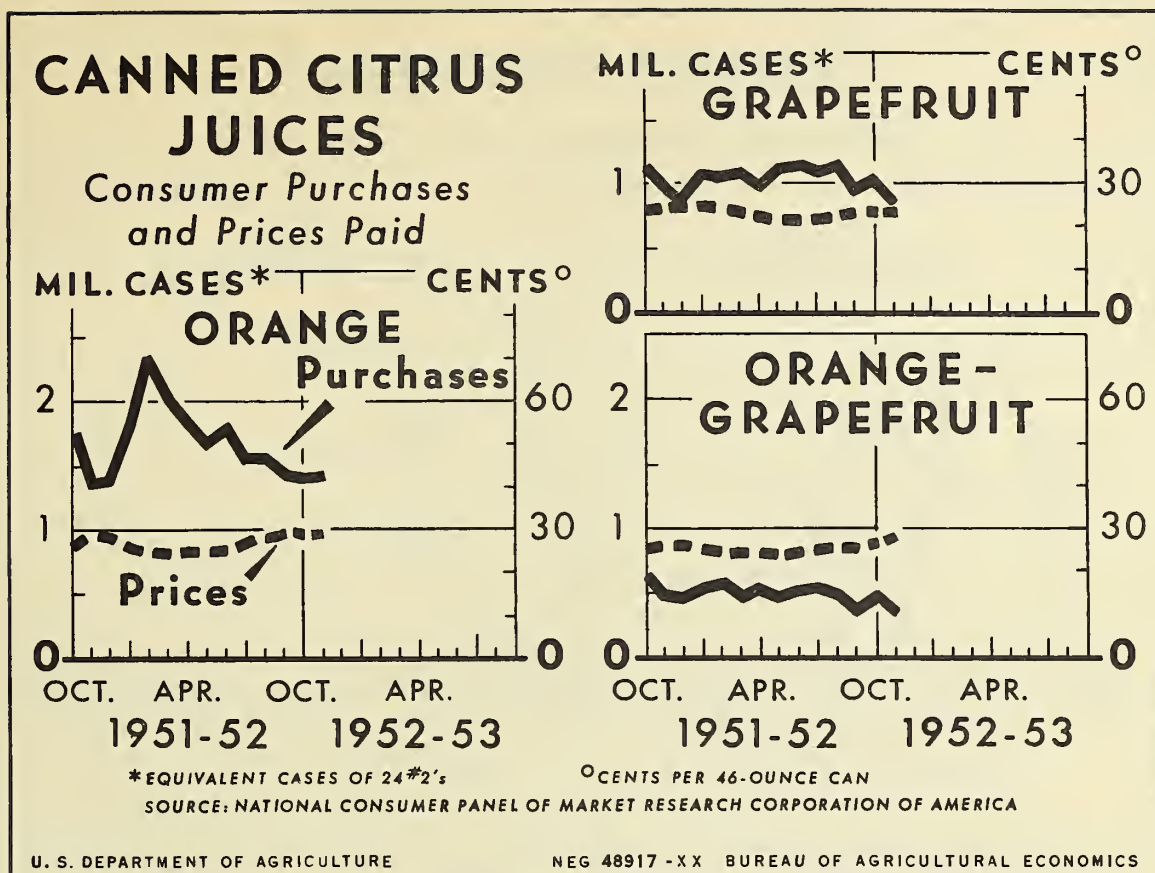


Fig. 5.—Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

| Period | Orange | | | | Grapefruit | | | | Orange-grapefruit blend | | | |
|---------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|-------------------------|----------------------|----------------------|----------------------|
| | Purchases | | Average prices | | Purchases | | Average prices | | Purchases | | Average prices | |
| | 1952-53 ¹ | 1951-52 ² | 1952-53 ¹ | 1951-52 ² | 1952-53 ¹ | 1951-52 ² | 1952-53 ¹ | 1951-52 ² | 1952-53 ¹ | 1951-52 ² | 1952-53 ¹ | 1951-52 ² |
| | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents |
| October | 1,375 | 1,728 | 28.8 | 26.7 | 1,001 | 1,099 | 23.0 | 23.1 | 450 | 611 | 26.4 | 25.0 |
| November | 1,412 | 1,325 | 29.6 | 28.3 | 875 | 996 | 23.6 | 23.7 | 393 | 477 | 27.6 | 26.2 |
| December | | 1,377 | | 28.2 | | 868 | | 23.8 | | 448 | | 25.8 |
| October-December 2/ | | 4,830 | | | | 3,240 | | | | 1,656 | | |
| January | | 1,812 | | 26.6 | | 1,068 | | 24.0 | | 528 | | 25.3 |
| February | | 2,309 | | 24.6 | | 1,041 | | 23.1 | | 557 | | 24.4 |
| March | | 2,016 | | 24.4 | | 1,062 | | 22.2 | | 474 | | 23.4 |
| October-March 2/ | | 11,570 | | | | 6,692 | | | | 3,343 | | |
| April | | 1,817 | | 24.9 | | 988 | | 21.9 | | 506 | | 24.0 |
| May | | 1,615 | | 25.1 | | 1,091 | | 21.2 | | 460 | | 23.7 |
| June | | 1,790 | | 25.3 | | 1,126 | | 21.2 | | 511 | | 24.5 |
| October-June 2/ | | 17,491 | | | | 10,136 | | | | 4,937 | | |
| July | | 1,540 | | 27.1 | | 1,075 | | 22.1 | | 524 | | 24.9 |
| August | | 1,538 | | 27.7 | | 1,116 | | 22.3 | | 473 | | 25.6 |
| September | | 1,428 | | 29.0 | | 936 | | 22.9 | | 336 | | 25.9 |
| Season 2/ | | 22,036 | | | | 13,491 | | | | 6,383 | | |

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

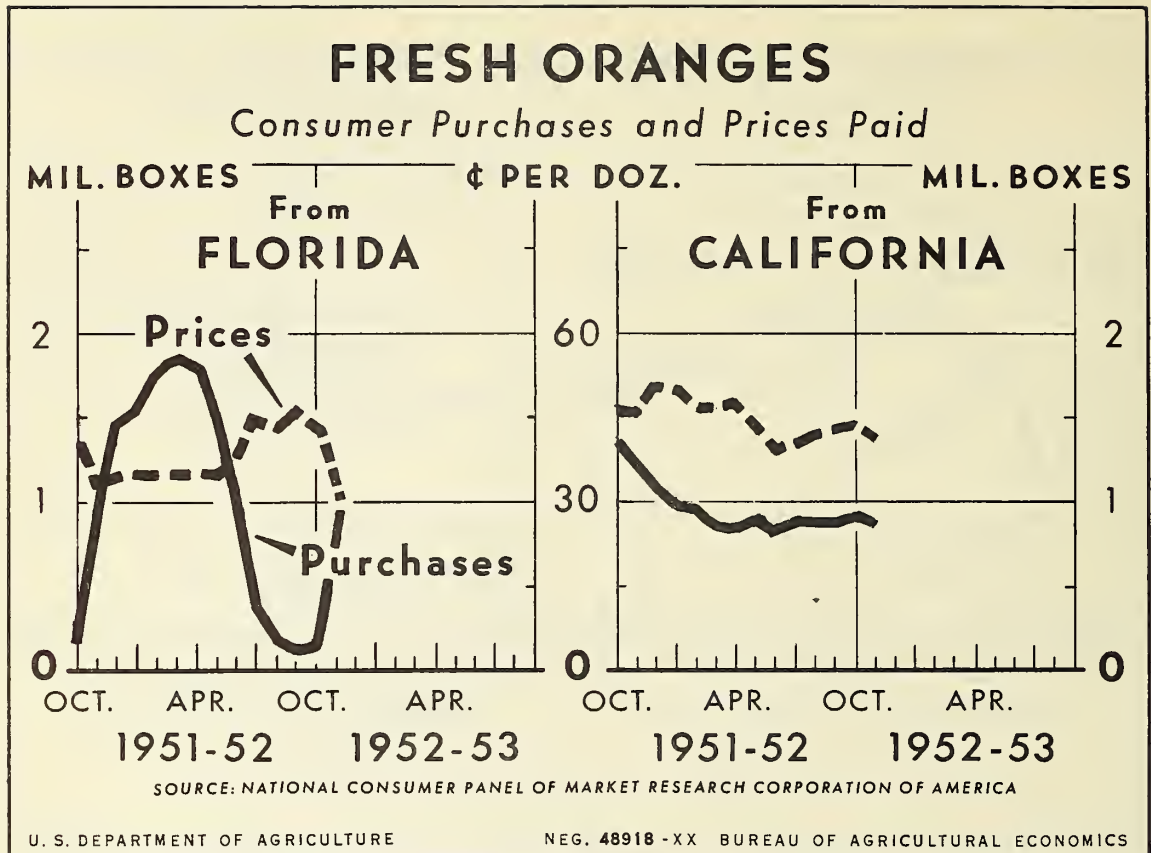


Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

| Period | Florida | | | | California-Arizona | | | |
|---------------------|-------------|-------------|--------------------------|---------|--------------------|-------------|--------------------------|---------|
| | Purchases | | Average prices per dozen | | Purchases | | Average prices per dozen | |
| | 1952-53 | 1951-52 | 1952-53 | 1951-52 | 1952-53 | 1951-52 | 1952-53 | 1951-52 |
| | 1,000 boxes | 1,000 boxes | Cents | Cents | 1,000 boxes | 1,000 boxes | Cents | Cents |
| October | 138 | 166 | 42.4 | 40.7 | 933 | 1,371 | 43.3 | 47.0 |
| November | 947 | 981 | 30.3 | 32.8 | 866 | 1,186 | 41.7 | 45.2 |
| December | | 1,468 | | 34.8 | | 1,116 | | 50.8 |
| October-December 1/ | | 2,921 | | | | 3,874 | | |
| January | | 1,565 | | 34.6 | | 974 | | 50.5 |
| February | | 1,735 | | 34.0 | | 956 | | 46.5 |
| March | | 1,869 | | 34.8 | | 862 | | 46.6 |
| October-March 1/ | | 8,572 | | | | 6,917 | | |
| April | | 1,809 | | 35.3 | | 826 | | 47.2 |
| May | | 1,521 | | 35.2 | | 885 | | 42.2 |
| June | | 969 | | 38.0 | | 826 | | 38.7 |
| October-June 1/ | | 13,155 | | | | 9,632 | | |
| July | | 392 | | 44.6 | | 884 | | 39.8 |
| August | | 195 | | 43.7 | | 876 | | 41.2 |
| September | | 117 | | 45.1 | | 865 | | 42.9 |
| Season 1/ | | 13,893 | | | | 12,483 | | |

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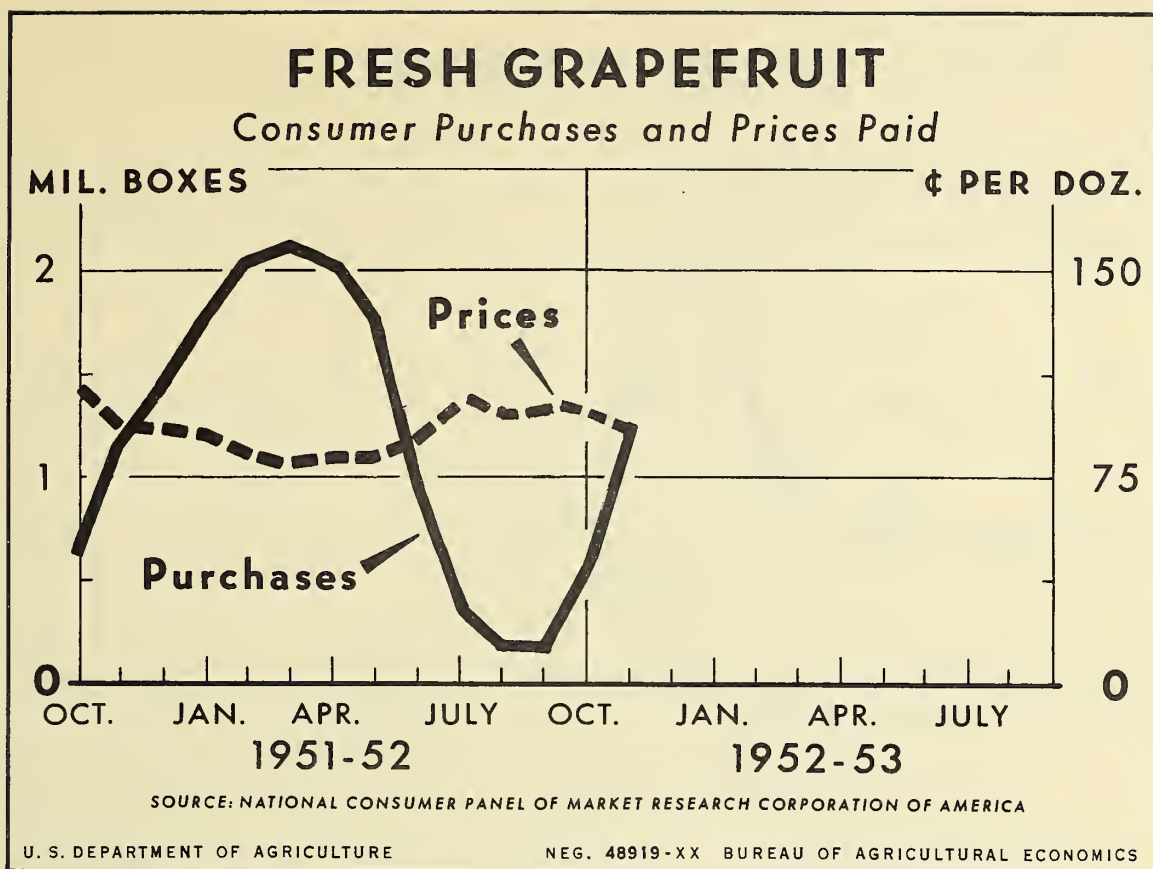


Fig. 7.--Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

| Period | Purchases | | Average prices per dozen | |
|---------------------|--------------------|--------------------|--------------------------|--------------|
| | 1952-53 | 1951-52 | 1952-53 | 1951-52 |
| | <u>1,000 boxes</u> | <u>1,000 boxes</u> | <u>Cents</u> | <u>Cents</u> |
| October | 545 | 606 | 99.0 | 106.0 |
| November | 1,240 | 1,182 | 90.8 | 93.5 |
| December | | 1,453 | | 92.4 |
| October-December 1/ | | 3,638 | | |
| January | | 1,732 | | 90.7 |
| February | | 2,033 | | 84.1 |
| March | | 2,113 | | 81.8 |
| October-March 1/ | | 10,026 | | |
| April | | 2,061 | | 83.0 |
| May | | 1,760 | | 84.4 |
| June | | 986 | | 90.9 |
| October-June 1/ | | 15,147 | | |
| July | | 363 | | 105.4 |
| August | | 179 | | 99.4 |
| September | | 150 | | 102.3 |
| Season 1/ | | 15,907 | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

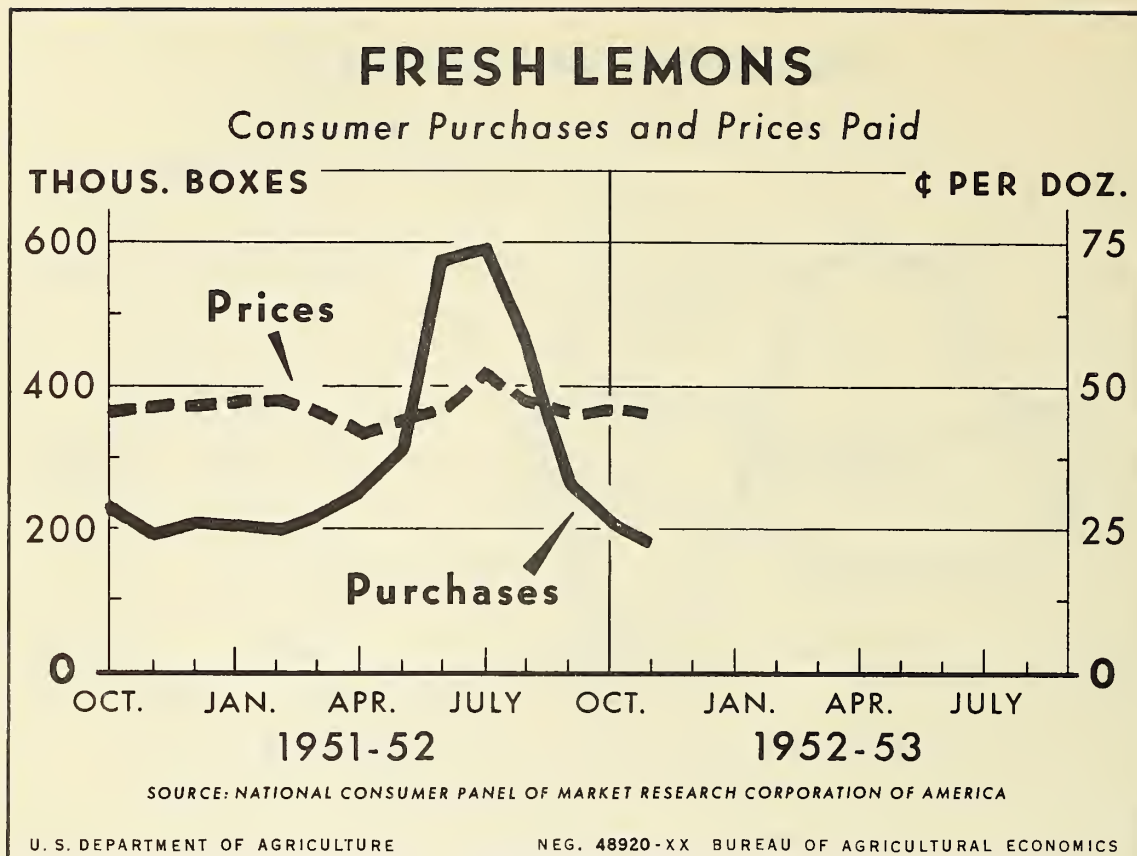


Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

| Period | Purchases | | Average prices per dozen | |
|---------------------|--------------------|--------------------|--------------------------|--------------|
| | 1952-53 | 1951-52 | 1952-53 | 1951-52 |
| | <u>1,000 boxes</u> | <u>1,000 boxes</u> | <u>Cents</u> | <u>Cents</u> |
| October | 209 | 236 | 45.7 | 45.2 |
| November | 184 | 192 | 45.3 | 46.7 |
| December | | 209 | | 46.8 |
| October-December 1/ | | 683 | | |
| January | | 206 | | 47.4 |
| February | | 202 | | 47.8 |
| March | | 218 | | 45.9 |
| October-March 1/ | | 1,369 | | |
| April | | 251 | | 42.9 |
| May | | 303 | | 44.2 |
| June | | 577 | | 45.6 |
| October-June 1/ | | 2,589 | | |
| July | | 598 | | 51.5 |
| August | | 452 | | 47.8 |
| September | | 269 | | 45.4 |
| Season 1/ | | 4,012 | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

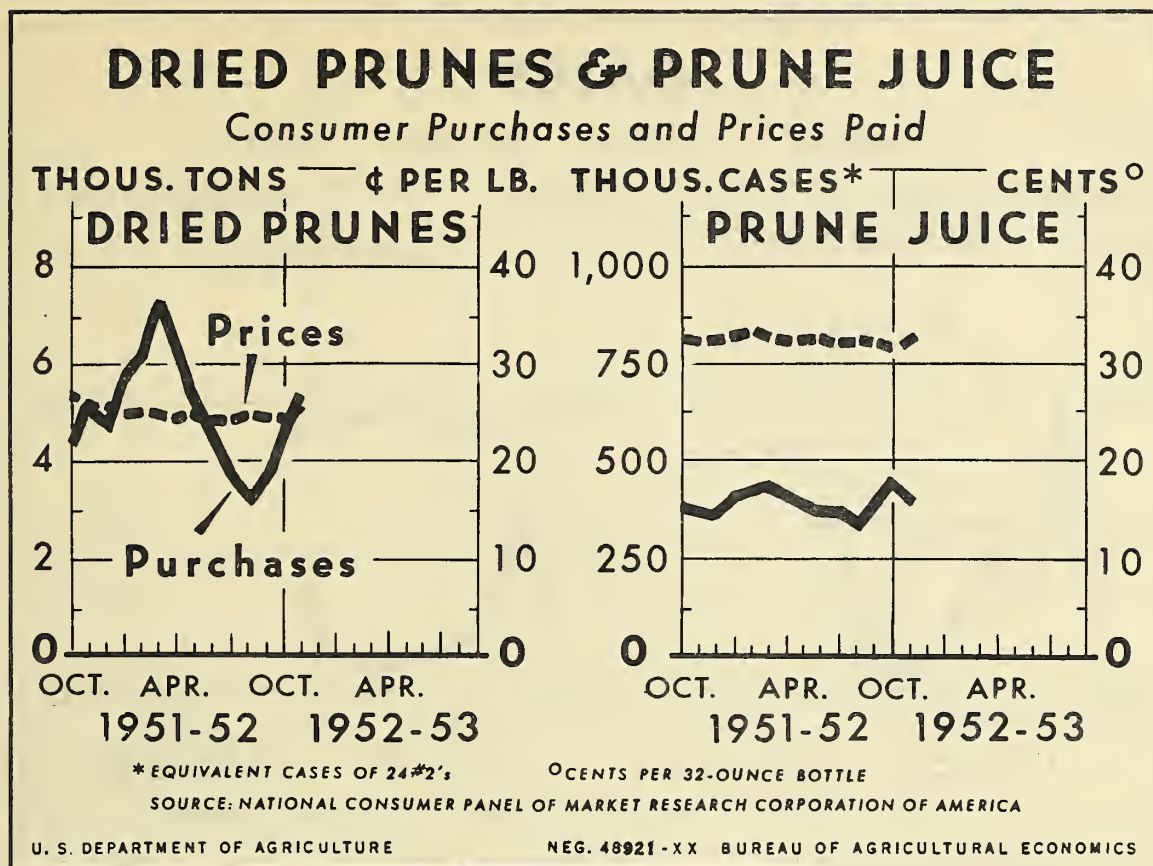


Fig. 9.—Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

| Period | Dried prunes | | | | Prune juice | | | |
|---------------------|--------------|-------------|--------------------------|--------------|-----------------------|-----------------------|----------------------------------|--------------|
| | Purchases | | Average prices per pound | | Purchases | | Average prices per 32 oz. bottle | |
| | 1952-53 | 1951-52 | 1952-53 | 1951-52 | 1952-53 | 1951-52 | 1952-53 | 1951-52 |
| | <u>Tons</u> | <u>Tons</u> | <u>Cents</u> | <u>Cents</u> | <u>1,000 cases 1/</u> | <u>1,000 cases 1/</u> | <u>Cents</u> | <u>Cents</u> |
| October | 4,650 | 4,391 | 24.7 | 26.5 | 447 | 373 | 31.8 | 32.6 |
| November | 5,353 | 5,184 | 25.3 | 25.8 | 399 | 362 | 32.5 | 32.5 |
| December | | 4,793 | | 25.4 | | 357 | | 32.5 |
| October-December 2/ | | 15,871 | | | | 1,220 | | |
| January | | 5,884 | | 25.0 | | 396 | | 32.3 |
| February | | 6,292 | | 25.1 | | 415 | | 32.9 |
| March | | 7,276 | | 24.5 | | 435 | | 32.5 |
| October-March 2/ | | 37,068 | | | | 2,578 | | |
| April | | 6,110 | | 24.5 | | 417 | | 32.2 |
| May | | 5,412 | | 24.7 | | 379 | | 32.1 |
| June | | 4,351 | | 23.7 | | 363 | | 32.3 |
| October-June 2/ | | 53,786 | | | | 3,837 | | |
| July | | 3,692 | | 24.1 | | 363 | | 31.8 |
| August | | 3,176 | | 24.5 | | 333 | | 32.2 |
| September | | 3,701 | | 24.6 | | 398 | | 32.0 |
| Season 2/ | | 65,142 | | | | 5,011 | | |

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

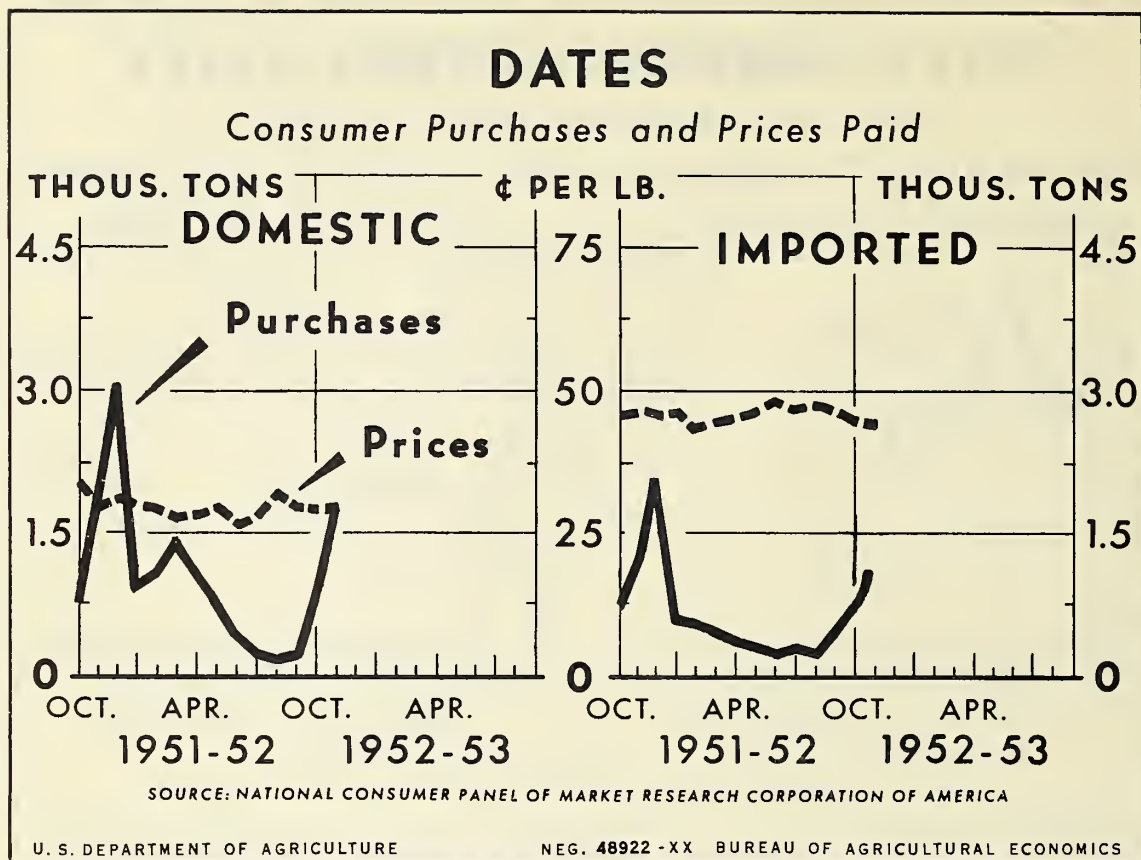


Fig. 10.--Dates: Consumer purchases and average prices paid,
October 1951 to date

| Period | Domestic | | | | Imported | | | |
|---------------------|-----------|---------|-----------------------------|---------|-----------|---------|-----------------------------|---------|
| | Purchases | | Average prices per pound | | Purchases | | Average prices per pound | |
| | 1952-53 | 1951-52 | 1952-53 | 1951-52 | 1952-53 | 1951-52 | 1952-53 | 1951-52 |
| | Tons | Tons | Cents | Cents | Tons | Tons | Cents | Cents |
| October | 887 | 768 | 29.5 | 33.7 | 750 | 761 | 44.9 | 45.2 |
| November | 1,716 | 1,906 | 29.9 | 29.6 | 1,273 | 1,254 | 44.0 | 46.2 |
| December | | 3,041 | | 30.6 | | 2,069 | | 45.7 |
| October-December 1/ | | 6,251 | | | | 4,456 | | |
| January | | 939 | | 29.3 | | 559 | | 46.0 |
| February | | 1,086 | | 28.9 | | 555 | | 43.3 |
| March | | 1,407 | | 27.3 | | 446 | | 44.3 |
| October-March 1/ | | 9,917 | | | | 6,146 | | |
| April | | 1,072 | | 27.9 | | 362 | | 45.2 |
| May | | 814 | | 28.5 | | 288 | | 46.1 |
| June | | 408 | | 26.2 | | 216 | | 48.0 |
| October-June 1/ | | 12,331 | | | | 7,105 | | |
| July | | 238 | | 27.9 | | 271 | | 46.7 |
| August | | 149 | | 31.6 | | 216 | | 47.6 |
| September | | 201 | | 29.8 | | 479 | | 46.1 |
| Season 1/ | | 12,969 | | | | 8,132 | | |

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.--Canned single strength juices and ades: U. S. total consumer purchases and average price, November 1952 and 1951 (4-week period)

| Commodity | Percentage of all families buying | | Total quantity | | Per buying family | | | | Unit | Average price per unit | |
|-----------------------|-----------------------------------|---------|----------------|----------------|-------------------|--------|-----------------------|--------|-------|------------------------|-------|
| | | | | | Purchases | | Quantity per purchase | | | | |
| | 1952 | 1951 | 1952 | 1951 | 1952 | 1951 | 1952 | 1951 | | 1952 | 1951 |
| | Percent | Percent | 1,000 cases 1/ | 1,000 cases 1/ | Number | Number | Ounces | Ounces | | Ounces | Cents |
| Canned juices | | | | | | | | | | | |
| Orange | 13.4 | 14.0 | 1,412 | 1,325 | 1.8 | 1.7 | 58.8 | 58.4 | 46 | 29.6 | 28.3 |
| Grapefruit | 9.2 | 9.4 | 875 | 996 | 1.6 | 1.6 | 57.0 | 62.3 | 46 | 23.6 | 23.7 |
| Orange & gpft. blend | 4.5 | 5.5 | 393 | 477 | 1.5 | 1.5 | 56.9 | 56.8 | 46 | 27.6 | 26.2 |
| Tangerine | 2/ | 1.7 | 2/ | 128 | 2/ | 1.3 | 2/ | 54.2 | 46 | 2/ | 23.3 |
| Lemon | 2.5 | 2.1 | 51 | 43 | 1.3 | 1.3 | 14.7 | 13.7 | 5 1/2 | 11.2 | 10.3 |
| Apple | 4.1 | 3.5 | 343 | 296 | 1.6 | 1.6 | 49.4 | 51.9 | 32 | 23.0 | 22.4 |
| Grape | 4.5 | 4.0 | 187 | 179 | 1.3 | 1.3 | 30.2 | 32.2 | 32 | 35.6 | 37.5 |
| Pineapple | 15.1 | 18.4 | 1,209 | 1,675 | 1.6 | 1.5 | 49.6 | 56.3 | 46 | 29.5 | 28.6 |
| Prune | 6.4 | 5.8 | 399 | 362 | 1.7 | 1.6 | 35.4 | 36.5 | 32 | 32.5 | 32.5 |
| Tomato | 19.8 | 18.0 | 1,739 | 1,460 | 1.7 | 1.7 | 50.2 | 48.2 | 46 | 27.7 | 27.7 |
| Vegetable combination | 3.9 | 3.6 | 198 | 219 | 1.3 | 1.5 | 35.9 | 37.2 | 46 | 39.1 | 38.3 |
| Other juices | 3/ | 3/ | 273 | 327 | 3/ | 3/ | 35.1 | 34.8 | 46 | 37.3 | 40.2 |
| Total | 51.3 | 51.9 | 7,109 | 7,487 | 2.8 | 2.8 | 48.4 | 50.4 | | | |

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Too few purchases for analysis.

3/ Information not available.

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Table 2.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average price, November 1952 and 1951 (4-week period).

| Commodity | Percentage of all families buying | | Total quantity | | Per buying family | | | | Unit | Average price per unit | |
|----------------------------|-----------------------------------|---------|----------------|---------------|-------------------|--------|-----------------------|--------|--------|------------------------|-------|
| | | | | | Purchases | | Quantity per purchase | | | | |
| | 1952 | 1951 | 1952 | 1951 | 1952 | 1951 | 1952 | 1951 | | 1952 | 1951 |
| | Percent | Percent | 1,000 gallons | 1,000 gallons | Number | Number | Ounces | Ounces | Ounces | Cents | Cents |
| Frozen concentrated juices | | | | | | | | | | | |
| Orange | 27.1 | 21.1 | 3,929 | 2,600 | 2.5 | 2.4 | 16.2 | 14.8 | 6 | 16.3 | 19.7 |
| Grape | 3.1 | 2.5 | 160 | 110 | 1.6 | 1.5 | 9.5 | 9.0 | 6 | 22.4 | 22.2 |
| Other concentrates | 1/ | 1/ | 85 | 70 | 1/ | 1/ | 10.2 | 12.6 | 6 | 18.1 | 18.1 |
| Total | 28.4 | 22.3 | 4,307 2/ | 2,876 2/ | 2.7 | 2.6 | 15.5 | 14.2 | | | |
| Ade bases | | | | | | | | | | | |
| Frozen Lemonade | 2.0 | 1.6 | 110 | 106 | 1.4 | 1.4 | 11.1 | 12.6 | 6 | 17.0 | 14.4 |
| Shelf pack Lemonade | .2 | .3 | 8 | 15 | 1.0 | 1.1 | 11.3 | 12.9 | 6 | 15.0 | 14.5 |

1/ Information not available.

2/ Total quantity includes a small amount of purchases of frozen concentrated grapefruit and orange-grapefruit blended juices.

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Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, November 1952 and 1951 (4-week period)

| Commodity | Percentage of all families buying | | Total quantity | | Per buying family | | | | Average price per dozen | |
|--------------------|-----------------------------------|---------|----------------|---------------|-------------------|--------|-----------------------|--------|-------------------------|-------|
| | | | | | Purchases | | Quantity per purchase | | | |
| | 1952 | 1951 | 1952 | 1951 | 1952 | 1951 | 1952 | 1951 | 1952 | 1951 |
| | Percent | Percent | 1,000 boxes | 1,000 boxes | Number | Number | Number | Number | Cents | Cents |
| Orange | | | | | | | | | | |
| California-Arizona | 16.5 | 23.7 | 866 | 1,186 | 1.9 | 2.0 | 12.7 | 11.4 | 41.7 | 45.2 |
| Florida | 18.9 | 20.1 | 947 | 981 | 1.7 | 1.8 | 14.3 | 14.0 | 30.3 | 32.8 |
| Unidentified | 11.0 | 11.1 | 385 | 503 | 1.5 | 1.5 | 11.3 | 11.2 | 37.1 | 38.4 |
| Total | 39.3 | 46.7 | 2,240 \pm / | 2,693 \pm / | 2.1 | 2.1 | 13.1 | 12.3 | 36.0 | 39.0 |
| Grapefruit | | | | | | | | | | |
| California-Arizona | 2.6 | 2.4 | 80 | 92 | 1.3 | 1.5 | 4.2 | 3.8 | 84.4 | 91.8 |
| Florida | 13.4 | 13.1 | 646 | 619 | 1.9 | 1.9 | 4.1 | 4.3 | 89.8 | 93.3 |
| Unidentified | 11.5 | 11.7 | 443 | 384 | 1.6 | 1.5 | 4.1 | 3.7 | 92.4 | 93.7 |
| Total | 25.7 | 25.8 | 1,240 \pm / | 1,182 \pm / | 1.9 | 1.9 | 4.1 | 4.0 | 90.8 | 93.5 |
| Tangerines | 2.4 | 2.6 | 63 | 71 | 1.1 | 1.1 | 8.8 | 9.3 | 46.6 | 45.0 |
| Lemons | 16.4 | 18.6 | 184 | 192 | 1.6 | 1.6 | 5.7 | 5.2 | 45.3 | 46.7 |

\pm / Includes small purchases of Texas fruit.

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Table 4.--Dried fruit: U. S. total consumer purchases and average price, November 1952 and 1951 (4-week period)

| Commodity | Percentage of all families buying | | Total quantity | | Per buying family | | | | Average price per pound | |
|---------------------------|-----------------------------------|---------|----------------|-------|-------------------|--------|-----------------------|--------|-------------------------|-------|
| | | | | | Purchases | | Quantity per purchase | | | |
| | 1952 | 1951 | 1952 | 1951 | 1952 | 1951 | 1952 | 1951 | 1952 | 1951 |
| | Percent | Percent | Tons | Tons | Number | Number | Ounces | Ounces | Cents | Cents |
| Apricots | 2.5 | 2.8 | 479 | 622 | 1.2 | 1.2 | 12.3 | 13.2 | 68.8 | 58.5 |
| Dates | | | | | | | | | | |
| Domestic | 5.4 | 5.4 | 1,716 | 1,906 | 1.2 | 1.2 | 18.1 | 19.9 | 29.9 | 29.6 |
| Imported | 6.6 | 7.3 | 1,273 | 1,254 | 1.2 | 1.2 | 11.4 | 10.6 | 44.0 | 46.2 |
| Unidentified | 2.2 | 2.1 | 802 | 659 | 1.2 | 1.1 | 21.7 | 22.2 | 26.1 | 25.0 |
| Total | 13.4 | 14.1 | 3,791 | 3,819 | 1.3 | 1.2 | 15.5 | 15.6 | 33.9 | 34.3 |
| Mixed dried fruit \pm / | - | - | - | - | - | - | - | - | - | - |
| Peaches | 1.4 | 1.4 | 271 | 355 | 1.1 | 1.2 | 12.7 | 14.7 | 41.8 | 43.7 |
| Prunes | 13.0 | 12.9 | 5,353 | 5,184 | 1.3 | 1.2 | 22.9 | 23.2 | 25.3 | 25.8 |

\pm / Too few purchases reported for analysis.

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